

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Savannah, GA (FY 2005)

Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Expenditures
Total Industry Expenditures	\$21,888,651		\$24,743,875		\$46,632,526

Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

Economic Impact of Expenditures	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	813		793		1,606
Household Income Paid to Residents	\$14,705,000		\$11,791,000		\$26,496,000
Revenue Generated to <u>Local</u> Government	\$796,000		\$2,102,000		\$2,898,000
Revenue Generated to <u>State</u> Government	\$798,000		\$1,103,000		\$1,901,000

Event-Related Spending by Arts and Culture Audiences Totaled \$24.74 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Attendees
Total Attendance to Arts and Culture Events	369,761		243,746		613,507
Percentage of Total Attendance	60		40		100
Average Event-Related Spending Per Person	\$22.95		\$66.70		\$40.33
Total Event-Related Expenditures	\$8,486,017		\$16,257,858		\$24,743,875

Nonprofit Arts and Culture Event Attendees Spend an Average of \$40.33 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Attendees
Meals and Refreshments	\$12.83	\$22.28	\$16.59
Souvenirs and Gifts	\$4.50	\$9.71	\$6.57
Ground Transportation	\$1.08	\$5.33	\$2.77
Overnight Lodging (one night only)	\$3.14	\$22.33	\$10.76
Other/Miscellaneous	\$1.40	\$7.05	\$3.64
Average Event-Related Spending Per Person	\$22.95	\$66.70	\$40.33

* Residents are attendees who reside within the county in which the nonprofit arts and culture event took place; non-residents live outside the county.

Source: *Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Savannah*. For more information about this study or about other cultural initiatives in the City of Savannah, visit the Savannah Dept. of Cultural Affairs's web site at www.savannahga.gov/arts.

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